Bill / Frey V. Good Report Dave

MARLIN TOP LINE BUSINESS REPORT - JULY, 1997
BUFFALO REGION

5 pgs.

Monthly SOM/SOC Levels (July)
Month to Month SOM/SOC Changes (July vs. June)

Criteria	AO	C/G	SM	OO
RJR F.P. SOM	13.63	14.00	16.06	12.45
	0.00	-.05	+.11	-.12
Camel (X-Reg) SOM	3.48	4.81	2.46	2.54
	-.08	-.10	+.04	-.17
Winston SOM	4.85	4.57	6.03	4.72
	+.13	+.12	+.17	+.08
Salem SOM	3.07	2.78	4.17	2.98
	0.00	-.09	-.03	+.07
RJR SAV/SOC	33.45	44.75	36.82	25.96
	+1.09	+1.18	-.18	+.28
Doral SOC	15.84	12.10	17.27	17.85
	-.27	-.04	-.84	-.08
Forsyth SOC	9.05	20.88	5.28	2.58
	+1.22	+1.35	+.57	+.49
Monarch SOC	8.10	11.34	13.53	5.11
	+.20	-.09	+.15	-.06
Marlboro SOM	30.45	37.36	30.43	23.80
	+.71	+.08	-.22	+.96
Newport SOM	7.48	8.94	7.12	6.20
	+.13	+.22	+.07	-.05
Basic SOC	14.07	15.99	16.99	12.36
	+.41	-1.43	+1.59	+.96
BAT Private Label SOC	9.95	3.13	6.20	14.79
	-.120	-.35	-.39	-1.15
GPC SOC	13.18	13.36	13.86	12.94
	+.29	+.15	+.88	+.24
Old Gold SOC	5.37	4.51	6.88	5.60
	+.09	+.65	-.37	-.12

RJR / Industry Full Price

Overall Industry Share Of Full Price increased 1.29 vs. June with all trade segments posting full price increases.

51855 4013

Source: https://www.industrydocuments.ucsf.edu/docs/fshn0000

Overall RJR Full Price Share of Market was flat vs. June.

Camel (x-reg.)

During July, overall Camel (x-reg.) Share Of Market decreased .08 driven by share loss in the CG (-.10) and OO (-.17) trade segments. Camel's CG share loss can best be attributed to decreased discounting activity in general vs. the previous "Plan B" month. While the Sales Force was successful in matching Marlboro discounting activity at retail during July, the brand had to compete against heavy coverage of Marlboro's B4G1F promotion.

Camel was also pressured in OO by Marlboro (+.90) which gained heavy coverage across the marketplace with their B4G1F promotion. In addition, display exposure for Camel declined in this trade segment.

Through July, Kamel Reds have achieved an overall combined .14 share of market, with the largest share being posted in the CG segment.

ACTION PLAN

As always, during October, our "Plan A" pricing strategies need to be executed aggressively and effectively to defend Camel's business at retail.

During July, our display exposure for Camel in the OO trade segment, again decreased. All sales personnel should be fully aware of the need to reverse this trend. It is particularly important that display exposure for the brand is gained in cigarette outlet locations due to the significant volume sold through these outlets.

Red Kamel

Continue to increase product availability (presently at 70% - 75 + CPW calls) and display presence at retail to sustain the brand's momentum. During August, we lost some display exposure for Red Kamel due to increased display placement for Winston during the relaunch. This resulted in a reduction in volume shipped during the month. Prior to August, we were experiencing steady volume increases for the brand styles. Bottom line, Kamel Red styles need to be on display to generate consumer purchase. Make every effort to work a Kamel Red display into the retail selling area.

Winston

Overall Winston Share Of Market increased .13 vs. June with all trade segments posting share gains. Discounting activity in general on Winston decreased from the previous month due to a decreased need to defend against Marlboro "heavy up" activity. However, discounting activity on "old style" Winston product allowed the brand to sell at a lower average price at retail vs. June. This was particularly evident in the OO trade segment which included many of our "Winston dump" calls.

As was the case with Camel, display exposure for Winston declined in the OO trade segment.

51855 4014

Source: https://www.industrydocuments.ucsf.edu/docs/fshn0000

ACTION PLAN

During October, the following offensive activities need to be driven hard in addition to aggressively and effectively executing our "Plan A" pricing strategies to defend Winston's business at retail.

V.G.

1) Ensure adequate quantities of product are available at retail to meet consumer demand. All box styles need special focus as significant growth is coming from the industry box category. Significant effort needs to placed on increasing our Ultra Box styles distribution which is presently at 40% in 75+ CPW calls.

2) Communicate our "No Bull" message via impactful permanent and temporary display use. POS/PDI placements need to be dominant at retail both inside and outside the store.

3) Ensure promotions are sent out of direct accounts in a timely manner.

4) Educate retailers and consumers relative to the "No Additives Advantage" via personal selling and conversion efforts. We are receiving feedback from the field that it is the "No Additives Advantage" that is driving consumer trial. Aggressively communicate the "Stick to Stick" comparison message.

Salem

Overall Salem Share Of Market was unchanged vs. June. A modest share gain in the OO trade segment occurred despite decreased discounting activity in general on Salem. A significant decrease in discounting activity on Kool in OO may have benefited Salem during the month. While display levels for both Kool and Newport are higher than Salem in this trade segment, we did not experience a decline in the amount of Salem display exposure as we had in past months.

We need to improve especially in Indian and C/O's

Salem's CG share of market declined .09 vs. June despite significantly increased display exposure as well as a significant increase in the number of locations where we discounted the brand. A slight decrease in the amount of product promoted in this trade segment may have impacted Salem negatively.

Action Plan

Continue to execute current pricing strategies. Utilize retail accrual and RDA rollover dollars to promote Salem in Nashua and Albany Division OO locations where menthol development is significant and competitive discount pressure heavy. Ensure that at least 1.8 weeks of Salem volume is promoted in each CG partner location at retail per plan.

Agree

Focus on increasing Salem display exposure in OO locations. While we were able to maintain our display exposure levels from June to July, Kool and Newport continue to have twice the amount of display exposure vs. Salem.

We must increase in these areas

51855 4015

Source: https://www.industrydocuments.ucsf.edu/docs/fshn0000

Industry / RJR Savings

Overall industry share of savings decreased 1.29 vs. July with all trade segments posting savings decreases.

Overall RJR Savings share of category increased 1.09 vs. June driven primarily by Forsyth share gain. Doral posted a .27 SOC decline vs. June.

Doral

Overall Doral share of category decreased .27 driven by share losses across all trade segments. I don't Agree. I feel we are not Executing Collins STRATEGY EFFECTIVELY in Segments. !

Doral's .84 share of category loss in SM was most likely a result of running out of stock on promoted Doral product when our PM defense plan ended in mid July. At the same time Basic, (+1.59 SM), significantly increased the number of stores they were discounting in as well as running their B2G1F promotion.

Doral's .08 share of category loss in the OO trade segment came as a result of not having as much display exposure and not being promoted in as many outlets as our key competitors. Basic (+.96 OO) was successful in increasing display exposure, quantities of product promoted and the number of OO locations they promoted in during July. While we are promoting adequate quantities of product in locations where we promote, we are not matching the display exposure of Basic or GPC as well as promoting in fewer locations. Display Keeps Popping up

Through July, Doral Box styles have achieved an overall combined 1.02 share of category. The OO segment is posting a 1.27 share followed by CG (.74) and SM (.58).

Action Plan

Continue to execute the ceiling strategy on Doral across all trade segments. Ensure adequate quantities of product are promoted to match the tactics of key competitive savings brands and PM's heavy up activity.

The following two (2) tactics need to be worked hard in the OO segment to improve Doral's performance:

1) Increase display exposure for Doral! We are presently disadvantaged vs. GPC and Basic. In particular temporary floor displays for Doral need to be gained in cigarette outlet locations.

2) Ensure that we are promoting in all locations, excluding PM exclusive, where Basic and/or GPC are being promoted.

Agree

KAM's/AM's/SR's neeed to ensure that Doral is being promoted in SM locations during "Plan A" periods if Basic and/or GPC is being discounted. While we buydown Doral to match Marlboro during "Plan B" periods, we need a solid plan in place to ensure we are defended against competitive activity at all times. Clear communication of our execution tactics needs to be communicated and understood by our Retail Reps.

I think it is key

51855 4016

Source: https://www.industrydocuments.ucsf.edu/docs/fshn0000

Doral Box Styles

Continue to increase product availability (presently at 60% - 75+ CPW calls) and display exposure for the Doral Box styles in all calls. Highlight the box styles via display placement and POS to avoid having them "blend in" with the other Doral styles.

Source: https://www.industrydocuments.ucsf.edu/docs/fshn0000

MARLIN TOP LINE BUSINESS REPORT - JULY, 1997
BUFFALO REGION

Monthly SOM/SOC Levels (July)
Month to Month SOM/SOC Changes (July vs. June)

Criteria	AO	C/G	SM	OO
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	+.13	+.12	+.17	+.08
Salem SOM	3.07	2.78	4.17	2.98
	0.00	-.09	-.03	+.07
RJR SAV/SOC	33.45	44.75	36.82	25.96
	+1.09	+1.18	-.18	+.28
Doral SOC	15.84	12.10	17.27	17.85
	-.27	-.04	-.84	-.08
Forsyth SOC	9.05	20.88	5.28	2.58
	+1.22	+1.35	+.57	+.49
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	+.71	+.08	-.22	+.96
Newport SOM	7.48	8.94	7.12	6.20
	+.13	+.22	+.07	-.05
Basic SOC	14.07	15.99	16.99	12.36
	+.41	-1.43	+1.59	+.96
BAT Private Label SOC	9.95	3.13	6.20	14.79
	-.120	-.35	-.39	-1.15
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	+.29	+.15	+.88	+.24
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RJR / Industry Full Price

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Overall RJR Full Price Share of Market was flat vs. June.

Camel (x-reg.)

During July, overall Camel (x-reg.) Share Of Market decreased .08 driven by share loss in the CG (-.10) and OO (-.17) trade segments. Camel's CG share loss can best be attributed to decreased discounting activity in general vs. the previous "Plan B" month. While the Sales Force was successful in matching Marlboro discounting activity at retail during July, the brand had to compete against heavy coverage of Marlboro's B4G1F promotion.

Camel was also pressured in OO by Marlboro (+.96) which gained heavy coverage across the marketplace with their B4G1F promotion. In addition, display exposure for Camel declined in this trade segment.

Through July, Kamel Reds have achieved an overall combined .14 share of market, with the largest share being posted in the CG segment.

ACTION PLAN

As always, during October, our "Plan A" pricing strategies need to be executed aggressively and effectively to defend Camel's business at retail.

During July, our display exposure for Camel in the OO trade segment, again decreased. All sales personnel should be fully aware of the need to reverse this trend. It is particularly important that display exposure for the brand is gained in cigarette outlet locations due to the significant volume sold through these outlets.

Red Kamel

Continue to increase product availability (presently at 70% - 75 + CPW calls) and display presence at retail to sustain the brand's momentum. During August, we lost some display exposure for Red Kamel due to increased display placement for Winston during the relaunch. This resulted in a reduction in volume shipped during the month. Prior to August, we were experiencing steady volume increases for the brand styles. Bottom line, Kamel Red styles need to be on display to generate consumer purchase. Make every effort to work a Kamel Red display into the retail selling area.

Winston

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As was the case with Camel, display exposure for Winston declined in the OO trade segment.

51855 4019

Source: https://www.industrydocuments.ucsf.edu/docs/fshn0000

ACTION PLAN

During October, the following offensive activities need to be driven hard in addition to aggressively and effectively executing our "Plan A" pricing strategies to defend Winston's business at retail.

1) Ensure adequate quantities of product are available at retail to meet consumer demand. All box styles need special focus as significant growth is coming from the industry box category. Significant effort needs to placed on increasing our Ultra Box styles distribution which is presently at 40% in 75+ CPW calls.

2) Communicate our "No Bull" message via impactful permanent and temporary display use. POS/PDI placements need to be dominant at retail both inside and outside the store.

3) Ensure promotions are sent out of direct accounts in a timely manner.

4) Educate retailers and consumers relative to the "No Additives Advantage" via personal selling and conversion efforts. We are receiving feedback from the field that it is the "No Additives Advantage" that is driving consumer trial. Aggressively communicate the "Stick to Stick" comparison message.

Salem

Overall Salem Share Of Market was unchanged vs. June. A modest share gain in the OO trade segment occurred despite decreased discounting activity in general on Salem. A significant decrease in discounting activity on Kool in OO may have benefited Salem during the month. While display levels for both Kool and Newport are higher than Salem in this trade segment, we did not experience a decline in the amount of Salem display exposure as we had in past months.

Salem's CG share of market declined .09 vs. June despite significantly increased display exposure as well as a significant increase in the number of locations where we discounted the brand. A slight decrease in the amount of product promoted in this trade segment may have impacted Salem negatively.

Action Plan

Continue to execute current pricing strategies. Utilize retail accrual and RDA rollover dollars to promote Salem in Nashua and Albany Division OO locations where menthol development is significant and competitive discount pressure heavy. Ensure that at least 1.8 weeks of Salem volume is promoted in each CG partner location at retail per plan.

Focus on increasing Salem display exposure in OO locations. While we were able to maintain our display exposure levels from June to July, Kool and Newport continue to have twice the amount of display exposure vs. Salem.

51855 4020

Source: https://www.industrydocuments.ucsf.edu/docs/fshn0000

Industry / RJR Savings

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Overall RJR Savings share of category increased 1.09 vs. June driven primarily by Forsyth share gain. Doral posted a .27 SOC decline vs. June.

Doral

Overall Doral share of category decreased .27 driven by share losses across all trade segments.

Doral's .84 share of category loss in SM was most likely a result of running out of stock on promoted Doral product when our PM defense plan ended in mid July. At the same time Basic, (+1.59 SM), significantly increased the number of stores they were discounting in as well as running their B2G1F promotion.

Doral's .08 share of category loss in the OO trade segment came as a result of not having as much display exposure and not being promoted in as many outlets as our key competitors. Basic (+.96 OO) was successful in increasing display exposure, quantities of product promoted and the number of OO locations they promoted in during July. While we are promoting adequate quantities of product in locations where we promote, we are not matching the display exposure of Basic or GPC as well as promoting in fewer locations.

Through July, Doral Box styles have achieved an overall combined 1.02 share of category. The OO segment is posting a 1.27 share followed by CG (.74) and SM (.58).

Action Plan

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The following two (2) tactics need to be worked hard in the OO segment to improve Doral's performance:

1) Increase display exposure for Doral! We are presently disadvantaged vs. GPC and Basic. In particular temporary floor displays for Doral need to be gained in cigarette outlet locations.

2) Ensure that we are promoting in all locations, excluding PM exclusive, where Basic and/or GPC are being promoted.

KAM's/AM's/SR's neeed to ensure that Doral is being promoted in SM locations during "Plan A" periods if Basic and/or GPC is being discounted. While we buydown Doral to match Marlboro during "Plan B" periods, we need a solid plan in place to ensure we are defended against competitive activity at all times. Clear communication of our execution tactics needs to be communicated and understood by our Retail Reps.

51855 4021

Source: https://www.industrydocuments.ucsf.edu/docs/fshn0000

Doral Box Styles

Continue to increase product availability (presently at 60% - 75+ CPW calls) and display exposure for the Doral Box styles in all calls. Highlight the box styles via display placement and POS to avoid having them "blend in" with the other Doral styles.

51855 4022

Source: https://www.industrydocuments.ucsf.edu/docs/fshn0000

MARLIN TOP LINE BUSINESS REPORT - JUNE, 1997
BUFFALO REGION

Marlin Sample Change Overview

During the past two (2) years, we have experienced business shifts and geographic boundary changes within the Region. Most notably, there was a shift in the percent of Region volume sold through the different classes of trade. The percent of Region volume sold in Convenience/Gas and Cigarette Outlets has increased while the percent of volume sold through supermarkets decreased. The table below illustrates the business shifts:

Percent of Buffalo Region Cigarette Industry Volume (SIS)

		1995	1997
CG	Convenience/Gas	38%	40%
SM	Supermarkets	18%	14%
CO	Cigarette Outlets	17%	25%
SF	Small Food	10%	7%
DG	Drug	10%	7%
DT	Discount	3%	3%
LQ	Liquor	2%	1%
TN	Tobacco News	2%	2%

In addition to business shifts, the Region had geography changes due to realignment, which resulted in both giving geography to, and taking geography from, other Regions.

Our Region's Marlin Sample was changed in May to more accurately represent our share and execution performance. Our total RJR share of market in the Region increased approximately 2% as a result of the sample change. For the most part, our business trends on the key business drivers such as display exposure, product availability, etc. continue as was in the marketplace. However, comparison of the new sample vs. old is not valid. This report addresses our June performance versus May. Data from both months is reflective of the new sample. As future months occur, I will again begin trending out our performance to identify trends, to take action against, to impact our share positively.

51855 4023

Source: https://www.industrydocuments.ucsf.edu/docs/fshn0000

Monthly SOM/SOC Levels (June)
Month to Month SOM/SOC Changes (June vs. May)

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RJR F.P. SOM	13.63	14.06	15.95	12.57
	+.05	+.30	+.22	-.21
Camel (X-Reg) SOM	3.56	4.90	2.42	2.71
	+.04	+.14	-.03	-.06
Winston SOM	4.72	4.45	5.86	4.63
	unchanged	+.11	-.04	-.07
Salem SOM	3.07	2.87	4.21	2.91
	-.01	+.01	+.21	-.07
RJR SAV/SOC	32.36	43.58	37.00	25.67
	+.27	+.10	+.27	+.26
Doral SOC	16.12	12.14	18.11	17.92
	+.37	+.89	+.65	+.09
Forsyth SOC	7.83	19.53	4.71	2.09
	+.26	-.03	-.03	+.36
Monarch SOC	7.90	11.42	13.38	5.17
	-.32	-.77	-.33	-.11
Marlboro SOM	29.74	37.28	30.65	22.84
	+.67	+.84	-.58	+.78
Newport SOM	7.36	8.72	7.05	6.25
	+.09	+.11	+.01	+.07
Basic SOC	13.66	17.41	15.40	11.39
	+.54	+1.28	-.83	+.33
BAT Private Label SOC	11.15	3.48	6.59	15.95
	-.27	-.14	-.06	-.29
GPC SOC	12.88	13.21	12.97	12.70
	-.32	-.50	+.12	-.29
Old Gold SOC	5.27	3.86	7.25	5.72
	-.40	-.04	+.54	-.72

RJR / Industry Full Price

Overall Industry Share Of Full Price increased .70 vs. May with the SM trade segment posting the only loss.

RJR Full Price Share Of Market increased .05 vs. May driven primarily by Camel and Winston share gains in CG and Salem share gains in SM. Our OO full price share performance was again soft with the segment posting a .21 full price share of market decline.

51855 4024

Source: https://www.industrydocuments.ucsf.edu/docs/fshn0000

Camel (x-reg.)

During June, overall Camel (x-reg.) Share Of Market increased .04 driven exclusively by a .14 share of market gain in CG. Camel's CG share gain can be attributed primarily to solid execution of our pricing strategy during this month of "heavy up" activity on both Marlboro and Basic. The Sales Force was successful in increasing discounting activity in general, to match PM's efforts. Camel was promoted in as many outlets as Marlboro as well as having adequate quantities of product discounted. In addition, display exposure for Camel increased in June, resulting in higher display exposure for Camel vs. Marlboro in CG locations.

Camel's OO share of market declined .06 vs. May. While the Sales Force was successful in increasing discounting activity in general to match Marlboro heavy up activity, we fell short of matching PM's discounting activity. Marlboro was discounted in more locations with greater quantities of discounted product vs. Camel. In addition, we lost OO display exposure for Camel vs. May resulting in higher display levels for Marlboro vs. Camel.

Through June, Kamel Reds have achieved an overall combined .14 share of market. The greatest share growth is being experienced in the CG segment which posted a .22 overall share of market through June.

ACTION PLAN

During September, it is critical that we defend Camel vs. Marlboro "heavy up" activity which is scheduled to begin August 25, 1997 and run for six (6) weeks. We need to ensure that our pricing strategies for "Plan B" are executed aggressively and effectively to combat PM's activity. In CG locations a repeat performance of June's price strategy execution is needed to defend Camel in this segment.

Execution of our pricing strategies in OO locations needs to improve to defend Camel's business in this trade segment. We need to aggressively be executing our pricing strategies in a timely manner against PM's activity. In addition, display exposure for Camel needs to be increased in OO locations.

Due to the significant volume being sold through Cigarette Outlets and Indian Reservations, a special emphasis needs to be placed on our overall activities in these outlets. Execute action plan as outlined in the attached "OO Performance Issues" section.

Red Kamel

Continue to increase product availability (presently at 70% - 75 + CPW calls) and display presence at retail to sustain the brand's momentum. Special focus should be placed in pack outlets.

51855 4025

Source: https://www.industrydocuments.ucsf.edu/docs/fshn0000

Winston

Overall Winston Share Of Market was unchanged vs. May. A .11 share increase in the CG segment was offset by SM and OO share loss.

As was the case with Camel in CG locations, our share gain can be attributed primarily to solid execution of our pricing strategies during the month. Winston was promoted in as many outlets as Marlboro, as well as having adequate quantities of product discounted. CG display exposure for Winston also increased during June, resulting in equal display exposure for Winston vs. Marlboro.

Conversely, Winston OO Share Of Market declined .07 vs. May. Again, as was the case with Camel in OO locations, the Sales Force was successful in increasing discounting activity in general to match "Marlboro's heavy up" activity. However, we fell short of matching PM's discounting activity levels.

ACTION PLAN

During September, it is critical that we defend Winston vs. Marlboro heavy up activity. Ensure that pricing strategies for "Plan B" are executed aggressively and effectively.

Execution of our pricing strategies in OO locations needs to improve to defend Winston's business in this trade segment. We need to be executing our pricing strategies in a timely manner against PM's activity. Display exposure for Winston needs to be increased in OO locations.

Due to the significant volume being sold through Cigarette Outlets and Indian Reservations, a special emphasis needs to be placed on our overall activities in these outlets. Execute action plan as outlined in the attached "OO Performance Issues" section.

Winston Relaunch

During September, the following offensive activities need to be driven hard to communicate our "No Bull" message at retail to encourage consumer trial:

1) Ensure adequate quantities of product are available at retail to meet consumer demand. Gain distribution for Ultra Box styles. Significant growth is coming from the Box category and our efforts need to be aligned accordingly.

2) Communicate our "No Bull" message via impactful permanent and temporary display use. POS/PDI placements need to be dominant at retail both inside and outside the store.

3) Ensure promotions are sent out of Direct Accounts in a timely manner.

4) Educate retailers and consumers relative to the "No Additives Advantage" via personal selling and conversion efforts. We are receiving feedback from the field that it is the "No Additives Advantage" that is driving consumer trial. Aggressively communicate "the stick to stick" comparison message.

51855 4026

Source: https://www.industrydocuments.ucsf.edu/docs/fshn0000

Salem

Overall Salem Share Of Market was basically flat (-.01) vs. May. Salem posted share gains in both the CG and SM segment but these gains were offset by a .07 decline in the OO segment. OO discount activity in general for both Newport and Kool was greater than Salem. This can be expected due to the Nashua Division being off grid in OO - CO and the Albany Division off grid for total OO. Decreased display exposure for Salem in this segment is negatively impacting share performance. Display levels for Salem are half those of Newport and Kool.

Action Plan

Continue to execute current pricing strategies. Utilize retail accrual and RDA rollover dollars to promote Salem in Nashua and Albany Division OO locations where menthol development is significant and competitive discount pressure heavy.

Due to the significant volume being sold through Cigarette outlets and Indian Reservations, a special emphasis needs to be placed on our activities in these outlets. Execute action plan as outlined in the attached "OO Performance Issues" section.

Industry / RJR Savings

Overall industry share of savings decreased .70 vs. May with the SM trade segment posting the only gain. Overall RJR Savings SOC increased .27 vs. May driven by overall SOC gains on Doral and Forsyth brands.

Doral

Overall Doral share of category increased .37 vs. may driven by share gains across all trade segments. Significantly increased levels of discounting activity in general by the Sales Force in addition to our B2G2F promotion drove the share gain. Most notably, the Sales Force greatly increased the number of locations Doral was promoted in as well as the quantity of product promoted to match PM's heavy up activity.

Through June, Doral Box styles have achieved on overall combined .93 share of category. The OO segment is posting a 1.12 share of category followed by SM (.60) and CG (.65).

Action Plan

Continue to execute the ceiling strategy on Doral across all trade segments. Ensure adequate quantities of product are promoted to match the tactics of key competitive savings brands and PM's heavy up activity.

Continue to increase product availability and display exposure for the Doral Box styles in all calls. Highlight the Box styles via display placement and POS to avoid having them "blend in" with the other Doral styles.

51855 4027

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